



CityDeck Impact Summary

The CityDeck covers four city blocks from Walnut Street to Main Street with platforms extending up to 50 feet over the Fox River.

It operates as one of the City's parks but also as a key part of the Fox River Trail. It is activated year-round with trail users and as a home base to several events and community initiatives including:

- Nicolet Bank's Dine on the Deck—every Wednesday, June, July and August
- Associated Bank's Friday's on the Fox—every Friday, June 22—August 17
- St. Patrick's Day Parade
- ASPIRO's Awareness Walk & Fall Fest—September 29
- American Cancer Society's Birthday Run—July 4
- Festival Foods Fire Over the Fox—July 4
- Butterflies & Friends on Parade—June through August
- Packers Heritage Trail—Opening June 2012
- Ice Rink—Planned for Winter 2012-2013

The annual usage of the CityDeck is estimated at over 120,000 people and is expected to grow as events and business interface increases.

In 2011, the CityDeck was featured in Landscape Architecture Magazine and took the Top Honor Award at the Waterfront Center's 2011 Annual Excellence Awards in New York.



Associated Bank's Fridays on the Fox takes place Fridays in the summertime featuring free waterfront concerts drawing 1,500-2,000 people each week.

Businesses Along the Way

The CityDeck is home to several major developments along the waterfront including:

- Nicolet National Bank
- Riverfront Lofts
- Watermark (future home to business and residential)
- Hagemeister Park Restaurant
- Children's Museum of Green Bay
- Flats on the Fox Apartments

"The event programming and trail activity on the CityDeck sealed our decision to build Hagemeister Park Restaurant in Downtown Green Bay."
—Jess Miller, Managing Partner



Lighting sponsored by Wisconsin Public Service enhances the atmosphere during the evening hours making it a popular destination for post-dinner strolls.

2012 CityDeck Enhancements

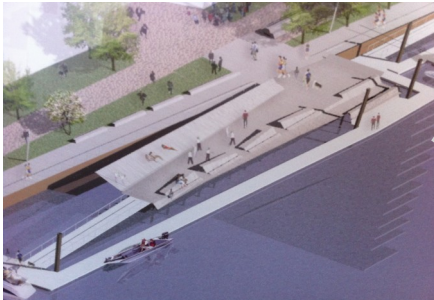
CityDeck Phase II Overview

Phase II construction on the CityDeck began Fall 2011 and will include the additions of two new pier systems, which will be connected via multiple gangways. The two new piers include the Cherry Street Landing and The Main Stage which will add 720 lineal feet of dock space. Total construction investment on this phase is \$3.25 million, \$100,000 of which was donated in-kind by SMA Construction Services.

Plus, plans are in the works for an ice rink to be placed in the outdoor patio of Hagemeister Park Restaurant and a portion of the CityDeck starting Winter 2012.



Nicolet Bank's Dine on the Deck takes place Wednesdays in the summertime with 9 local restaurants and entertainment each week



Above: Rendering of Cherry Street Landing

Below: Construction shot taken May 2012



Cherry Street Landing

Cherry Street Landing is situated on the southern portion of the deck running congruent with Cherry Street and will be roughly double the size of the existing ShopKo Landing. Features on this pier will include:

- 4,900 square feet
- Bench seating for rest stop and nature viewing
- Areas for waterfront dining as part of Nicolet Bank's Dine on the Deck

The Main Stage

The Main Stage falls near the middle of the CityDeck in line with Pine Street and will serve as the central entertainment zone for events with staging needs. Key features include:

- 3,500 square feet
- Bleacher-style seating featuring 5 tiered rows
- Theatrical lighting different from the rest of the deck
- Stage and power source for entertainment
- Natural gathering area for key events such as weddings, St. Patrick's Day Ceremony and Associated Bank's Fridays on the Fox



Above: Rendering of The Main Stage

Below: Construction shot taken May 2012

